

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108389  
**Alt Order #:** 06868746  
**Product Desc:** 10/31/12-11/6/12  
**Estimate:** 113  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 11/12/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney for President  
**Demographic:** A35+  
**Product Codes:** PLC02-Republican  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	124	\$101,950.00	\$86,657.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	124	\$101,950.00	\$86,657.50	0.00
<b>Totals</b>	<b>124</b>	<b>\$101,950.00</b>	<b>\$86,657.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	27%	\$101,950.00
Market	100%	\$377,592.59

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$101,950.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$75,518.52
KTUD	1%	\$3,775.93
KVVU	20%	\$75,518.52
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$18,879.63

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			4		\$700.00		0.00				

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KSNV

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E 1	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$700.00		0.00						
E 2	KSNV	10/31/12	11/02/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$700.00		0.00						
E 3	KSNV	10/31/12	11/02/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$900.00	1	0.00	NM	5	\$4,500.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/29/12-11/04/12		Today Show	658a-9am		--WThF----	:30	<del>(\$900.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 4	KSNV	11/05/12	11/06/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$900.00		0.00						
E 5	KSNV	11/05/12	11/06/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	MT-----	:30	6	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	6		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	11/05/12-11/11/12		M-F Today Show II 3rd Hr	9-10a		MT-----	:30	<del>(\$425.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	11/05/12-11/11/12		M-F Today Show II 3rd Hr	9-10a		MT-----	:30	<del>(\$425.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 6	KSNV	11/05/12	11/06/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$325.00		0.00						
E 7	KSNV	10/31/12	11/02/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WTF--	:30	6	\$325.00	1	0.00	NM	3	\$975.00
TODAY3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/29/12-11/04/12		M-F Today Show III 4th Hr	10am-11am		--WThF----	:30	<del>(\$325.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/29/12-11/04/12		M-F Today Show III 4th Hr	10am-11am		--WThF----	:30	<del>(\$325.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/29/12-11/04/12		M-F Today Show III 4th Hr	10am-11am		--WThF----	:30	<del>(\$325.00)</del>	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 10	KSNV	11/05/12	11/06/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$425.00		0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	11/05/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$1,200.00		0.00						
E 22	KSNV	11/05/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$1,300.00		0.00						
E 23	KSNV	10/31/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,300.00	1	0.00	NM	6	\$7,800.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$1,300.00		0.00						
E 24	KSNV	10/31/12	11/02/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	6	\$1,300.00	1	0.00	NM	6	\$7,800.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$1,300.00		0.00						
E 25	KSNV	11/05/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$1,300.00		0.00						
E 26	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$1,200.00		0.00						
E 27	KSNV	10/31/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$1,200.00		0.00						
E 28	KSNV	10/31/12	11/02/12	The Tonight Show Tonight Show	CM	1135p-1236a	--WTF--	:30	6	\$500.00	1	0.00	NM	5	\$2,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$500.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5		KSNV	10/29/12-11/04/12	The Tonight Show	1135p-1236a		--wThF----	:30	(\$500.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 29	KSNV	11/05/12	11/05/12	The Tonight Show Tonight Show	CM	1135p-1236a	M-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$500.00		0.00						
E 30	KSNV	11/02/12	11/02/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$3,200.00		0.00						
E 31	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$625.00		0.00						
E 32	KSNV	11/03/12	11/03/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$675.00	1	0.00	NM	2	\$1,350.00

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 Estimate: 113

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		3				\$675.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/29/12-11/04/12		Sa-Su Early News		5pm-630pm			-----Sa--	:30	<del>(\$675.00)</del>	0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 33	KSNV	11/03/12	11/03/12	Wknd Jeopardy	CM	630-7pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				SAT/Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$525.00		0.00			
E 34	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$1,100.00		0.00			
E 35	KSNV	11/03/12	11/03/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$1,650.00	1	0.00	NM	1	\$1,650.00
				Nevada Newsmakers - Ch.3		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,650.00		0.00			
E 36	KSNV	11/03/12	11/03/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$1,650.00	1	0.00	NM	1	\$1,650.00
				Nevada Newsmakers - Ch.3		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,650.00		0.00			
E 37	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$350.00		0.00			
E 38	KSNV	11/04/12	11/04/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	0	\$0.00
				Meet the Press											
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/29/12-11/04/12		Meet the Press		8a-9am			-----Su	:30	<del>(\$3,000.00)</del>	0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 39	KSNV	11/04/12	11/04/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
				NFL Pre-Game											
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$2,400.00		0.00			
E 40	KSNV	11/04/12	11/04/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Jeopardy in Prime											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,200.00		0.00			
E 41	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Law & Order (synd) PRIME											
L&O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,200.00		0.00			
E 42	KSNV	11/04/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$1,100.00		0.00			
													Totals	124	\$101,950.00